



Making Green:

*A “How-to” Guide from a Milwaukee
Urban Neighborhood*

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Building a Common Language

What are the components of green infrastructure?



A black and white photograph of a row of houses with a large, white, sculptural hand reaching up from a tree stump in the foreground. The hand is made of many small, white, rectangular blocks, giving it a textured, mosaic-like appearance. The background shows a row of houses with multiple windows and a tree to the right.

What's new?

- Retrofit NETWORKS of plazas, streetscapes and public open spaces
- Seek DIVERSITY of experiences
- Non-traditional PROCESS
- Maximize public-private sector PARTNERSHIPS



Defining Green Infrastructure

“...the network of open spaces in and around cities that enhances economic vitality, sustains natural systems, connects people to the natural world, and increases individual and community well being.”

*Community Open Space Partnership
Working Principles, Spring 2002*

Elements of Green Infrastructure are Everywhere...



(provided you know where to look)

Retrofitting Green Infrastructure: Opportunities

- Large tracts of un-built land
- Large tracts of contaminated land
- Vacant and/or tax delinquent properties
- Environmental corridors



Retrofitting Green Infrastructure: More Opportunities

- DOT construction remnants
- Dilapidated housing, commercial, or industrial structures
- Streetscapes
- Floodplains



Fondy-North Neighborhood

- Provide hope
- Empower disenfranchised citizens
- Advocate for systemic change



Environmental Justice

- <1.5% of neighborhood's acreage maintained by Milwaukee County Park System
- 16% of land city-owned, tax delinquent vacant property
- Diminished air, water, and soil quality
- Uninviting and un-educational schoolyards
- Harsh streetscapes
- Declining real estate values
- Poorly maintained public infrastructure
- 20,000 people call this neighborhood home
- Moody Park—closed since 2002
- Johnsons Park—lowest standardized test scores (*Public Spaces, Public Priorities* by the Policy Forum, 2002)



Fondy-North: Vegetation Analysis

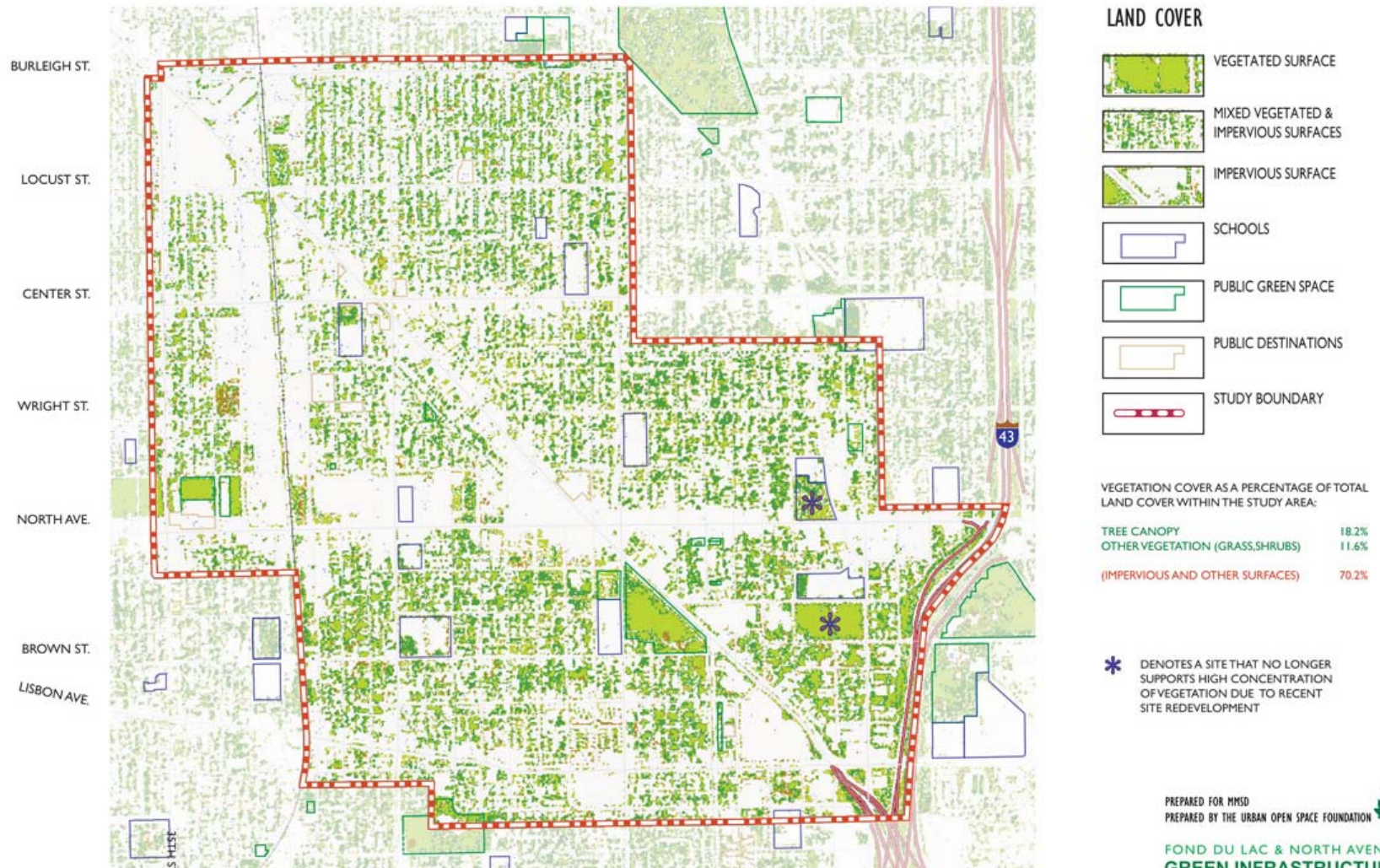


PREPARED FOR MMSD
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FOND DU LAC & NORTH AVENUE
 GREEN INFRASTRUCTURE



Fondy-North: Vegetation Analysis

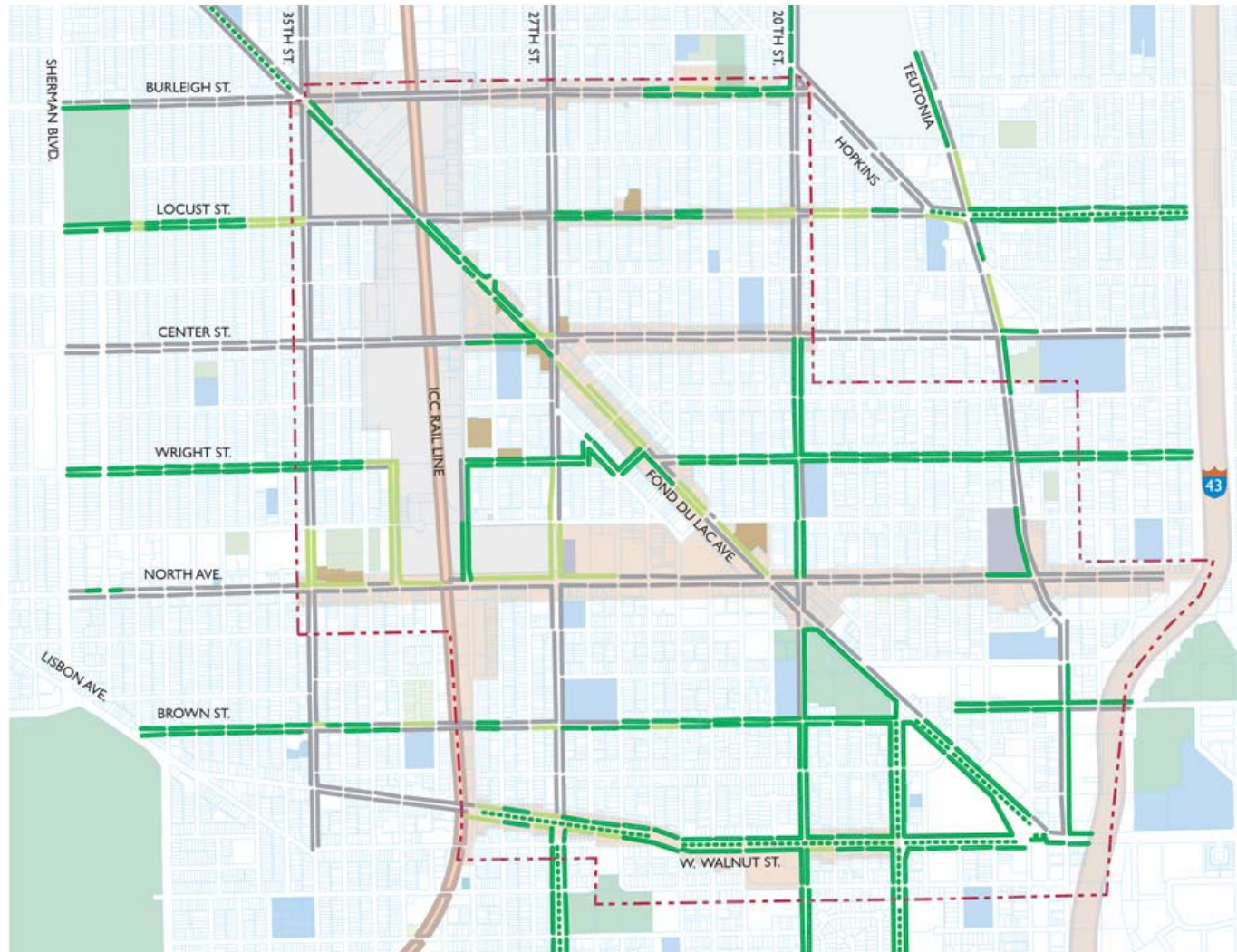


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Fondy-North: Vegetation Analysis



EXISTING STREET TREE CANOPY

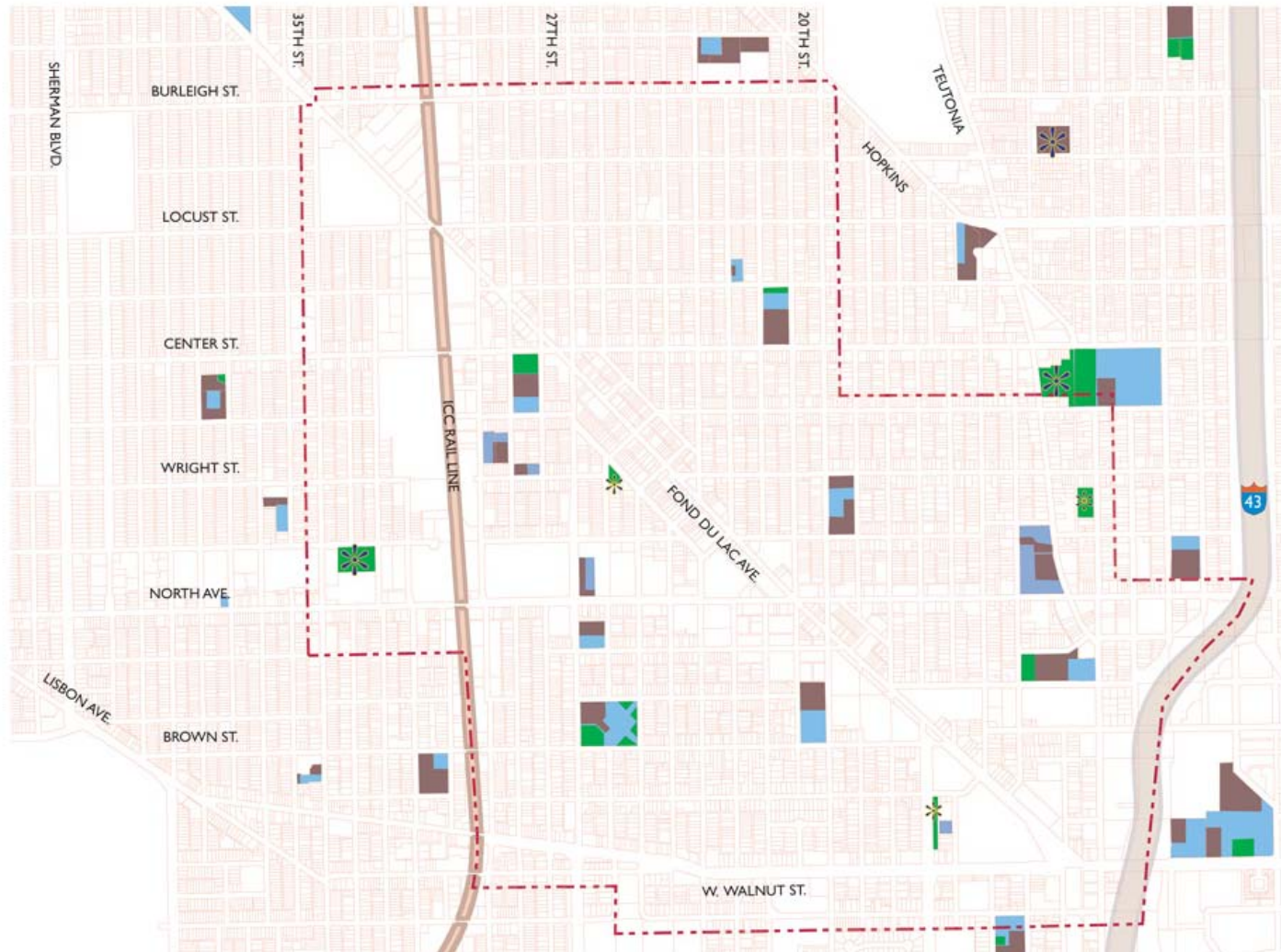
- MATURE TREE CANOPY
- JUVENILE TREE CANOPY
- ABSENT TREE CANOPY
- BOULEVARD MEDIAN WITH TREES
- PUBLIC SCHOOLS OR FACILITIES
- EXISTING GREEN SPACE
- OTHER PUBLIC DESTINATIONS
- INDUSTRIAL CORRIDOR
- COMMERICAL CORRIDOR
- STUDY BOUNDARY

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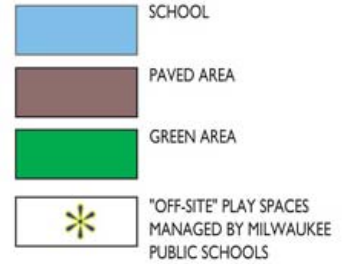
FOND DU LAC & NORTH AVENUE
GREEN INFRASTRUCTURE



Fondy-North: School Yards



SCHOOL PAVED & GREEN AREAS

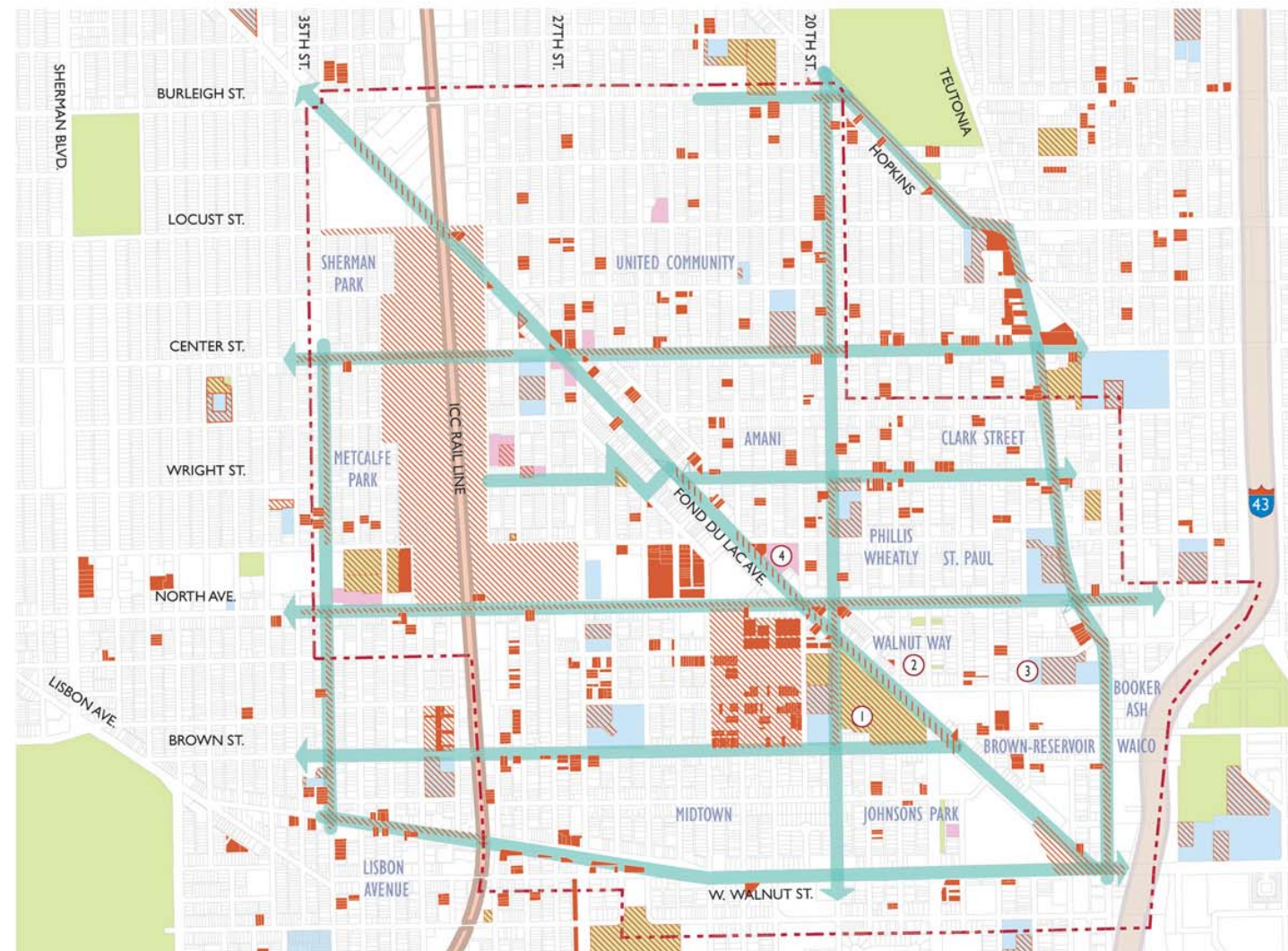


PUBLIC SCHOOL GROUNDS (PLAY SPACES) REPRESENT AN OPPORTUNITY TO IMPROVE THE NATURAL ENVIRONMENT THROUGH INCREASING THE VEGETATION COMPONENT

PREPARED FOR MHSD
PREPARED BY THE URBAN OPEN SPACE FOUNDATION











Fondy-North: Draft Green Infrastructure Plan



GREEN INFRASTRUCTURE OPPORTUNITIES

LEGEND

-  KEY STREETSCAPES
-  VACANT PARCEL CLUSTERS (CITY-OWNED)
-  EXISTING PUBLIC PARKS AND PLAYGROUNDS
-  SCHOOLS / LEARNING INSTITUTIONS
-  PUBLIC DESTINATIONS OR FACILITIES
-  IMPROVEMENT OPPORTUNITIES (EXISTING SITES / CORRIDORS)
-  STUDY BOUNDARY
-  NEIGHBORHOOD ASSOCIATIONS

CURRENT GREEN INFRASTRUCTURE PROJECTS

- ① Friends of Johnsons Park
- ② Walnut Way Community Gardens
- ③ Lloyd St. School Stormwater/Rain Garden
- ④ Fondy Food Center Incubator Kitchen/Market

VACANT LOT CLUSTERS:

- Criteria for vacant city-owned lands depicted in this map represent the following:
- 1. single parcels > total of 6,000 ft. sq.
 - 2. two contiguous parcels > total of 6,000 ft. sq.
 - 3. three or more contiguous parcels
 - 4. parcels of odd configuration

SOURCE DATA:

City of Milwaukee
Department of City Development
12.2004



Where do you look for Opportunities?



Industrial Corridor



Opportunities



Unimproved streetscapes

Undeveloped lands



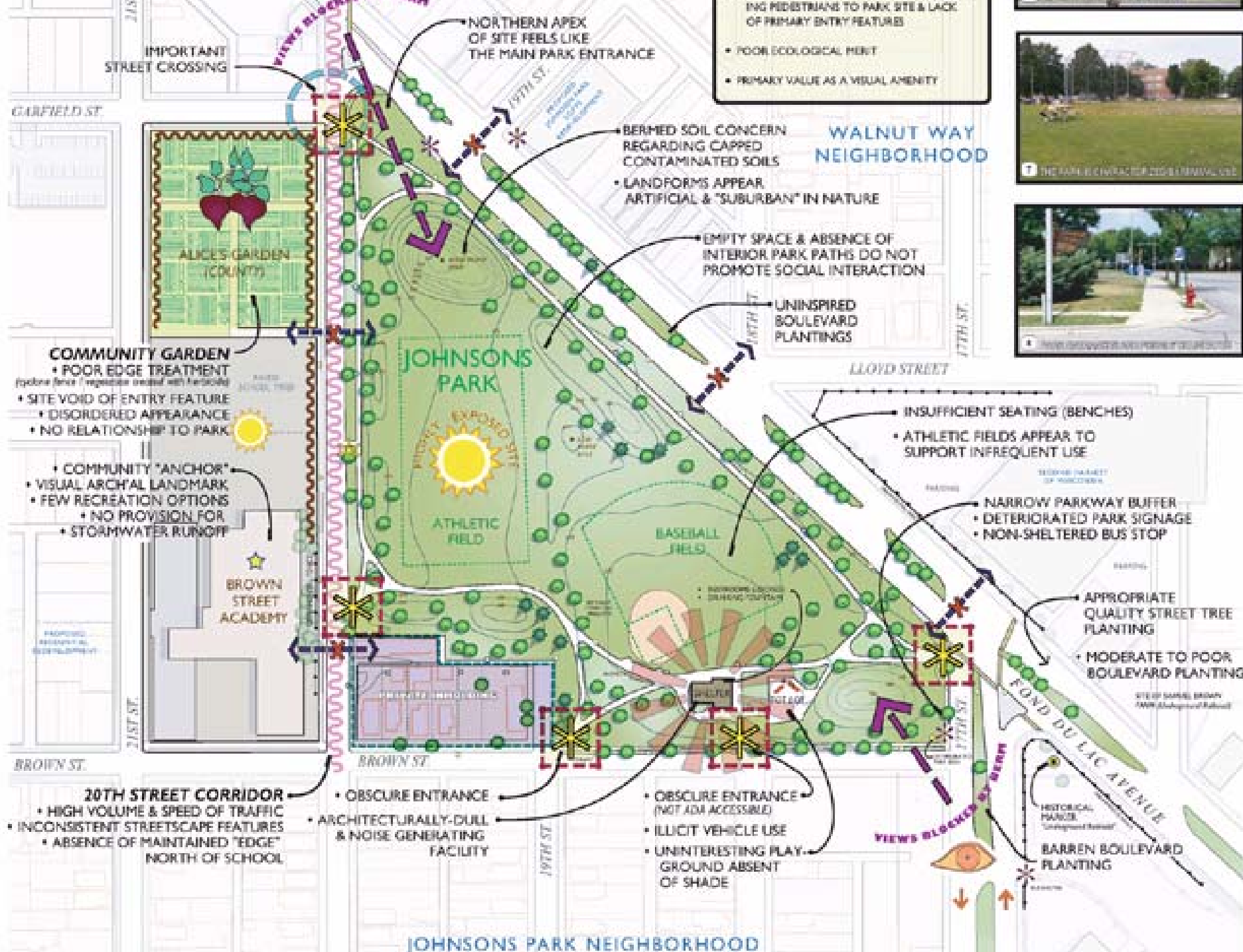
Opportunities



Underutilized Lands

Redevelopment Initiatives





STUDY AREA CHARACTER

- Flat terrain
- Absence of historic natural resources
- Absence of "place makers" & memorable urban design features
- Presence of community "hub" at Alice's Garden & Johnsons Park

COMMERCIAL

- Uninteresting streetscape & building facades
- Absence of urban design features & pedestrian zones

RESIDENTIAL LANDSCAPE

- Need for residential landscape design controls (recommendations & covenants)

PROPOSED ALLEYS

- Need for safety features (lighting) & trash containers

INSTITUTIONAL (Church)

- Central location & high visibility
- Site dominated by open landscape & parking lot, void of landscape design elements



Uninteresting street "edge"



Boring character of the public domain



Special "soul" of church grounds/parking area in central area



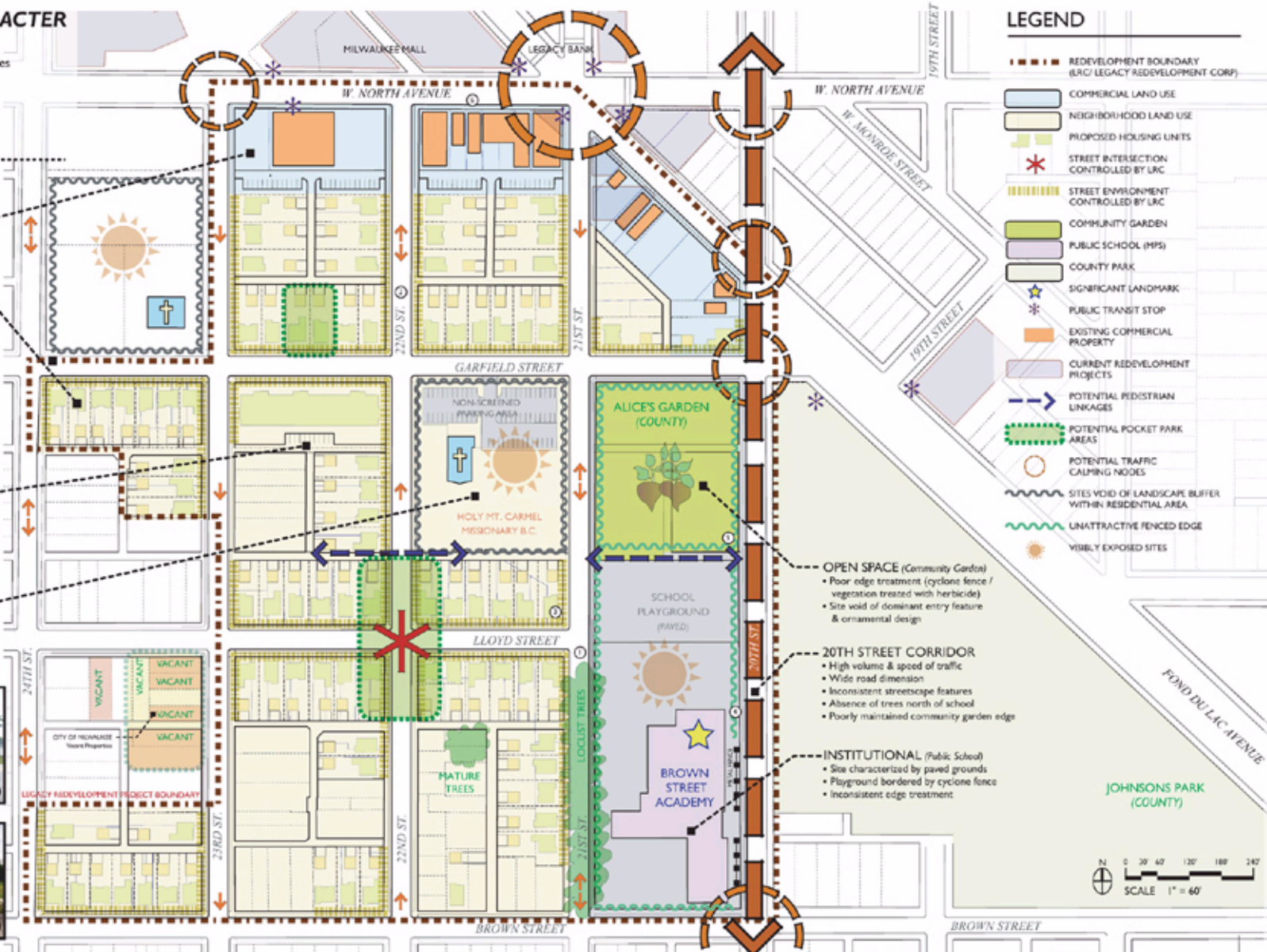
Unappealing pedestrian environment of 20th Street



Nonexistent designed edge treatment at community garden



Absence of urban design features in commercial area



SITE ANALYSIS

LEGACY REDEVELOPMENT CORPORATION SITE
FOND DU LAC & NORTH

Unleashing Avalanche of Support

- Finding “fire souls”
- Education
- Inventory and analysis of vegetation
- Creating a Green Infrastructure Plan
- Seeking endorsements



Unleashing Avalanche of Support

- Reaching out to all
- Identifying a common vision
- Designing landscape alternatives
- Green-seedling awards
- Policy reform



Decision-making Through Collaboration

- Citizens & Neighborhood Groups
- Governments
- Environmental & Recreation Agencies
- Social Service Organizations
- Businesses



PROJECT BENEFITS THROUGH DESIGN

ENVIRONMENTAL

- ❖ Improve air, water & soil quality
- ❖ Reduce energy consumption through restored urban forest
- ❖ Incorporate advanced storm water management strategies
- ❖ Improve walk-ability and bike-ability



PROJECT BENEFITS THROUGH DESIGN

SOCIAL

- ❖ Eliminate known threats to health and public safety
- ❖ Increase socialization to ease emotional stress and depression
- ❖ Decrease threat of crime
- ❖ Stimulate active lifestyles to combat obesity, heart disease, and diabetes



PROJECT BENEFITS THROUGH DESIGN

ECONOMIC

- ❖ Enhance residential and commercial property values
- ❖ Build a “sustainable tax base”
- ❖ Attract and retain commercial and residential investments
- ❖ Increase worker satisfaction & job production





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